

# Xavier University of Louisiana Class Agent Manual



## What is a Class Agent?

A Class Agent is a volunteer committed to building a strong connection between classmates and Xavier University of Louisiana. The Class Agents primary role is to communicate news, keep classmates updated and connected and to encourage alumni giving.

## Class Agent Responsibilities

- **Make a special gift to the Annual Fund.** Leadership by example is a crucial component of a successful Class Reunion Program. We ask that class agents make a gift by the Annual Give. Love. Xavier Day. All donors will be listed in the Homecoming Banquet Program.
- **Act as the official liaison** between the Office of Alumni Relations and your classmates during reunion and non-reunion years.
- **Contact all members of the class** and encourage their participation in Homecoming and other campus events.
  - Communication methods may include phone, letter, email, or social media.
  - Motivate fellow classmates to make contributions to the class gift program.
- **Provide updates**, by the deadlines set in the calendar, to the Annual Giving Manager by email or by mail
  - Regular updates should include the alumni contacted, any updated information and the results such as (phone, address, etc.), attendance at homecoming and status of class gift contribution.
- **Recruit volunteers** to help plan your class reunion
- **Plan and implement activities** specific to your class during Homecoming Weekend to promote class organization, fellowship and spirit.

Successful reunions depend upon the guidance of the Class Agent. It is essential that the leader motivates and directs the class in planned class activities, Reunion Class Giving, and ongoing contributions to the Annual Fund.



**The Annual Giving Manager will serve as the Class Agents main point of contact.**

**The Office of Alumni Relations plans the University’s Homecoming Week. The Annual Giving Manager will work with Class Agents by:**

- Providing an up-to-date class contact lists, that include email, phone, and addresses
- Distributing communications to be drafted to classes in reunion
- Sending gift and pledge acknowledgements to donors
- Providing scripts/talking points in support of the Annual Fund
- Distributing a calendar of deadlines and important dates
- Communicating important dates to be shared with class members

Reunion Class Agents are asked to set Reunion Class Gift goals for your class.

Some Class goal examples are:

***Class of 1951***

Reunion Class Gift Goal of \$50,000.00 in honor of 50<sup>th</sup> Anniversary

***Class of 1990***

Reunion Class Gift Goal of \$900.00 per classmate in honor of 10<sup>th</sup> Anniversary

Some examples of class gifts that have been received are:

***Class of 1952***

\$134,647.00 in honor of 60<sup>th</sup> Anniversary

***Class of 1995***

\$5,000.00 in honor of 5<sup>th</sup> Anniversary

**What are our goals?**

We want to increase donor participation through the peer to peer “solicitation”. The class goal should be 100% giving participation within the class. This goal can only be achieved with the help of the Class Agent program and the entire development staff at Xavier University.

**How much work will this be?**

The exciting news is not much work at all! We expect a minimal time commitment, your annual gift, correspondence to classmates, and an interest to keep in contact with classmates.

**Confidentiality Policy**

Information provided to Class Agents throughout the year is considered strictly confidential. This information is to be used by Class Agents solely in the performance of their duties as a volunteer (with the Class Agent Program) for Xavier University of Louisiana. Lists are not to be forwarded to anyone not identified as part of the Class Agent Program by the Annual Giving Manager.



We encourage Class Agents to correspond with classmates **at least** six (6) times prior to Homecoming Weekend. All appeal letters should be coordinated with the Annual Giving Manager. This also allows our Office to have an accurate account of the progress of your class reunion planning and provide assistance with mailing and postage. Email should also be utilized as a method for updating and soliciting alumnus. The Class Agent calls serve as an opportunity to reconnect with classmates, make a personal appeal for participation in the Reunion Class Gift, and collect input from classmates that cannot be achieved through mailing.

#### **Schedule for Appeal Letters and Calls**

##### **Set-up Give. Love. Xavier Day Class Page**

Month of February

(Prepare to encourage classmates to give to GLX)

##### **Introduction & Give. Love. Xavier Day Solicitation**

March-April

(Call/Email Classmates to encourage early class reunion giving through Give. Love. Xavier)

##### **First letter**

3rd week of May

(This letter will be sent by the Annual Fund Manager)

##### **Second Letter/Email**

2<sup>nd</sup> week of July

(This letter will be produced by agents and Annual Fund Manager.)

##### **Third Letter/Email**

2<sup>nd</sup> week of September

##### **Text/Voicemail/Email**

1st week of October

You will receive correspondence from the Class Reunion Program Staff prior to each scheduled appeal detailing what should be addressed in the upcoming letter. If you believe there is a need for additional correspondence to your classmates, please notify the Annual Giving Manager as soon as possible.

**Braxton McShan**  
**Annual Giving Manager**  
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**F: (504) 520-7915**  
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Information sent to the Class Reunion Program Staff may be mailed to:

Xavier University of Louisiana  
**Office of Institutional Advancement**  
**Class Reunion Program**  
**1 Drexel Drive, Box 66**  
**New Orleans, LA 70125**

You may also contact our Office toll free at 1-877-WE LUV XU  
**(935-8898)**

**Save the Date for Homecoming 2023**

**November 1<sup>st</sup> – 5<sup>th</sup>**

**\*Activities will be announced during the summer of 2023.**